

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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2011 Manufacturer's Forum

Placer County's manufacturing industry – its importance and how to strengthen it -- was the theme of the 2nd annual Manufacturer's Forum, held in October. Local manufacturers, elected officials, and others interested in the county's economic development attended the forum, set in Rocklin. Keynote speaker Jess Brown, PG&E's energy solutions and service director, spoke on "Clean and Green Manufacturing." Brown captured audience attention with details on innovative methods PG&E is exploring to save its manufacturing customers money through energy efficiency programs and also through available incentives to invest in clean energy technology.



"The forum built on the success of last year's inaugural event," said Placer County Supervisor Jennifer Montgomery. "We had a strong lineup of guest speakers, two interactive panel discussions, and key findings from a just completed survey of local manufacturers."

Dave Baker, manufacturing subcommittee chair and president of RobbJack Corporation, in Lincoln, presented the findings. Baker shared data highlighting Manufacturer's contributions to the local economy, including sales, employment, and wages. He also outlined capital expenditures over the past three years, property/sales taxes paid, and current value of machinery and equipment. The survey also captured respondents' current view of business prosperity, what manufacturers like about doing business in Placer County, and what can be done to improve business.

The first panel discussion, "Manufacturing in California: The Good, the Bad & the Ugly," moderated by supervisor Robert Weygandt, featured officers from several local manufacturers: Chris Alston (Chassisworks), Jim Rogers (Rogers Family Company), Sugriva Reddy (Telefunken Semiconductors), and Don Gearing, (TyRy Inc., AlpineAire Foods). The second discussion, "Regulatory Reform in 2011 and Beyond," was moderated by state senator Ted Gaines. Speakers included state senator Doug LaMalfa, who spoke on legislation and state policy related to manufacturing in California. Assemblyman Dan Logue discussed lessons learned from a 2011 job tour of Texas, and Dorothy Rothrock, of the California Manufacturers & Technology Association, spoke on a regulatory reform campaign, "2 Million Jobs by 2020."



"The forum was a great opportunity for manufacturers to make their voices heard on what they like about doing business in Placer County and what must be done to improve the business climate in both the county and the state," said Weygandt. "Manufacturing is a cornerstone of our county's economic development efforts because it provides primary wage-earners jobs for workers at many skill levels."



Tom Miller, County Executive Officer



Assemblywoman Beth Gaines

2011 Manufacturer's FORUM



Dave Baker, President of RobbJack, Inc.



Supervisor Jennifer Montgomery & State Senator Ted Gaines



Panel One – District 2 Supervisor Robert M. Weygandt; Chris Alston, Chassisworks; Sugriva Reddy, Telefunken Semiconductors; James Rogers, Rogers Family Co.; Don Gearing, TyRy, Inc. AlpineAire Foods



Steve Nichols, PG&E



Jess Brown, PG&E



Panel Two – Assemblyman Dan Logue; State Senator Ted Gaines; Dorothy Rothrock, California Manufacturers & Technology Association; State Senator Doug LaMalfa



2011 CCD Expo

**- an Update by Beverly Lewis, Director,
Placer-Lake Tahoe Film Office**

"The CCD Expo was probably the most unique conference at which I have spoken. It's mix of artists, internet content creators, and thought leaders made for a compelling experience. The relationships I developed there continue to play an active role in my life." - Evan Bailyn, Bestselling author of *Outsmarting Google* and CCD Expo Panelist.

An amazing assemblage of internationally recognized creative talent in the manufacturing, services, information, music, and entertainment fields joined regional businesses and entrepreneurs converging in Loomis, CA this past September at the first Content Creation and Distribution Expo. Featuring panels, key note speakers, workshops, exhibitors, and sponsors, attendees were treated to a rare opportunity to hear the latest in a variety of media related industries.

Today anyone, anytime, anywhere can create and distribute information (content) because new and emerging technologies make this accessible and affordable to just about anyone. This was the inspiration behind the Expo the opportunity to connect Placer County and regional entrepreneurs with their national and global counterparts.

By integrating a wider spectrum of the creators of content and those who distribute it (think online, web sites, digital publishing, music production, smart phones, tablets, television, film, home and commercial use, including manufacturers), the organizers sought an innovative forum where individuals from diverse industries could meet each other. This is exactly what attracted Cinetoys, a Placer County based company whose product GearNex won Best of Show at the 2010 National Association of Broadcasters. "I've

attended many tradeshows but none matched the number of viable leads and partnering connections afforded me at the CCD Expo, right here in my own backyard," enthused Joe Mendoza, Cinetoys' CEO.

Snader and Associates, a national firm with a local footprint in Roseville, CA chose to be an Expo sponsor. Chad Pierce, account manager for the Sierra Nevada Region, explained, "As a purveyor, integrator and dealer of video and film production equipment nation-wide, Snader and Associates was honored to support the CCD Expo. We can't wait to be a part of next year's event."

Michael Frediani, president of the Hollywood-based Society of Camera Operators, was a panelist at the event as well as an exhibitor, and came away impressed with the breadth of talent from our region -- so much so that he co-created a specific event this month for a first ever Sacramento area seminar and networking mixer to expand these relationships. "The scope of the Expo opened our eyes to an opportunity we would have

missed to further the goals of the SOC." Frediani also shared a serendipitous moment when two regional producers connected on his own panel: Emmy winning cinematographer and producer of 3D and Facebook content Doug Stanley from Auburn's Ridgeline Entertainment and Torrey Loomis of Silverado Studios in Folsom, a full-service Red Camera production and post-production house.

Platinum sponsors provided critical infrastructure: Wave Broadband ensured the CCD Expo was technologically possible with internet access 10x the average household speed as well fiber optic cabling throughout the downtown Loomis venue. Students from Pinnacle College, one of the top audio engineering schools in the country, were the backbone of the volunteer staff during the two days, augmented by media and computer students from American River College. The plus for them was getting to attend sessions that would cost thousands of dollars in Los



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Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit www.foothillfarmersmarket.com.

January

- **January 19:** *Classic Film Night*. Every 3rd Thursday dinner, wine, and music before a classic movie, \$20. At State Theatre, Auburn. For details, visit livefromauburn.com.
- **January 20 – 28 & February 3 & 4:** *"Rumors"* by Neil Simon, a benefit presentation for Auburn Community Cancer Endowment Fund. Ticket includes dessert and beverage. For details, call (530) 852-2708.
- **January 21:** *DinoFaire at the STAR Eco Station*. Interactive and visual presentation featuring giant blow-up dinosaurs, games and crafts. Ticket includes tour of STAR and meeting exotic, rescued wildlife. For details, visit DinoFaire.com.
- **January 21 & 22:** *Auburn Symphony: Cathedrals of Sound*. Works by Schubert, Mozart, and Bruckner with soloist Konstantin Soukhovetski. Jan. 21, 7:30 p.m.; Jan. 22, 3 p.m., Placer High Auditorium, Auburn. For tickets, (530) 823-6683.
- **January 22:** *Explore Olive Oils*. Learn tasting techniques, vocabulary, and factors that influence taste and texture from olive oil experts. 5 – 7 p.m., North Lake Tahoe. For details, call (530) 548-5010.

February

- **February 4:** *SMASH Your STASH Day*, by using that stash of fabric to create a finished work from a "mystery" pattern. Instructions and munchies included for a small fee. At Whistle Stop Quilt and Sew, Colfax. For details, call (530) 346-8284.
- **February 15 – March 2:** *Shine Juried Exhibition*, work in any medium inspired by the qualities of glass. At Blue Line Gallery, Roseville. For details, call (916) 783-4117.
- **February 16:** *Cinema at the State Theatre Presents Casablanca*, winner of three Oscars at the 1944 Academy Awards. At Auburn's Performing Arts Center. For details, call (530) 885-0156.

- **February 20 – 24:** *Tahoe City Adventure Week*. Fun in the snow at North Tahoe. For details, call (530) 581-8737.
- **February 25:** *2012 TransWorld TransAm at Northstar*. SNOWboarding TransAM contests. Northstar is one stop on a six-stop tour hosted by the most progressive park resorts from coast to coast. For details, call (530) 562-2267.
- **Through February 27:** *Create With Clay*, ceramics classes for kids 7 – 12 taught with the guidance of a professional ceramic artist. At Blue Line Gallery, Roseville. For details, call (916) 783-4117.

March

- **March 2 – 11:** *North Lake Tahoe's SNOWFEST*. Parties, contests, parades, ski and snow events, races, concerts, special food and wine extravaganzas. For details, visit www.tahoesnowfestival.com.
- **March 10:** *Gallery Keoki Presents Conversations with the Artist & New Image Release*. Well-known Tahoe photographer Keoki Flagg unveiling his new winter image, 6 – 8 p.m. at Gallery Keoki, Squaw Valley USA. For details call (530) 583-1414.
- **March 17:** *Rucky Chucky Roundabout 50K & Relay*. The running event starts at 8 a.m. at the Foresthill Elementary School, Foresthill. For signup and tickets, call (775) 232-7933.
- **March 24:** *2nd Annual Placer County STEM Expo 2012*, featuring science, technology, engineering and mathematics as educational opportunities and viable career options for students. At William Jessup University, Rocklin. For details, call (916) 577-2200.

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Squaw Valley, Alpine Meadows Combining Ownership, Services

Squaw Valley and Alpine Meadows Ski Resort have combined operations under common ownership and are offering season passes and lift tickets that allow guests to ski and ride on both mountains. The companies announced a new dual-mountain season pass and also a six-day card. The new Tahoe Super Six, \$399 for adults, provides six unrestricted days of skiing and riding for the season. The unrestricted adult pass, available for \$799, provides unlimited skiing and riding at both resorts for winter 2011-12. "Combining Alpine Meadows and Squaw Valley will provide our guests something truly remarkable, a mountain experience unmatched in California, inclusive of expansive and family friendly terrain," said Andy Wirth, president and CEO of the new Squaw-Alpine venture.



Squaw Valley USA Embarks on 'Renaissance'

Over the next few years, Squaw Valley USA will be investing \$50 million in improvements to the resort. The transformative capital plan is called "Squaw's Renaissance."

This winter, 2011-2012, Squaw will invest about \$15 million in base and on-mountain improvements. Planned are new terrain parks, with jumps and other snow features; improved grooming with four new snowcats; a transformed upper funitel terminal called the Gold Coast Complex, complete with new lockers, expanded restrooms, and North America's first ski-up coffee shop; new state-of-the-art information boards displaying real-time information on lifts and groomed runs. Other new features include new trail names and mountain map, new mountain signage, and a top of the funitel market and café. At Olympic House, an apre-ski site, skiers will find a revitalized K-T sundeck featuring live music, a newly enclosed Bar One lounge with a seasonal menu, and Wildflour, an expanded bakery/restaurant in the ground level of Olympic House.

New skier services abound – snowsports school focusing on beginners, new snowboard and demo rental center, state-of-the-art rental equipment, new day lodge and family rec center, new central reservations platform, and new sales and service center.

"Every improvement that we will be making for this winter and the seasons to follow stems from listening," said Andy Wirth, Squaw Valley's president and CEO. "We have spent the last six months listening to the complaints, praise, suggestions, and wishes of our passholders, skiers, riders, guests, and employees. We also conducted extensive research with people who don't ski or ride here to discover why that is. Our projects are a direct result of what we heard, and these improvements are just the beginning. Over the next five years we will continue to listen as we improve our lifts, shops, restaurants, and on-mountain facilities."



Placer County Launches New Small Business Wage Subsidy Program



A new subsidized wage program will help local small businesses hire qualified employees. Launched by the county's Health and Human Services Dept., the Get HIRED program provides a reimbursement of up to \$800 per month for six months when employers hire individuals participating in the county's Employment Services Program. Nonprofit, public, and private sector employers who haven't had layoffs in the last 120 days are eligible to participate in the program, which runs through June 30, 2012. To insure the best match for the job, candidates may first volunteer at a business for 30 days, during which time the state covers the Worker's Compensation Insurance. The trial period gives the worker experience and saves the business training costs. Those hired after the trial period receive the same wages and benefits as the company's other employees. For details about the Get HIRED program, contact Katie Kenoyer at (530) 889-4090 or kkenoyer@placer.ca.gov.



Paramount Equity Aims to 'Help Our Neighbors Save Money'

Hayes Barnard founded Paramount Equity with a passion to build great businesses with selfless people who are committed to saving their neighbors money, notes Paramount's Web site. The first division of the company, Paramount Equity Mortgage, was founded in 2003 and quickly grew to include more than 300 employees serving customers in six states. To date, PEM has completed more than \$8 billion in loans, making it one of the most successful mortgage banking and sales operations in the country. In 2006, Hayes launched Paramount Equity Insurance Services, providing families with cost-effective home, auto, and life insurance policies. Paramount Energy Solutions was created in 2009 to help customers immediately reduce their energy bills, protect them from rising electricity costs, and preserve the environment by adopting renewable energy technologies.

Along the way, Hayes and Paramount Equity have received accolades from the communities they serve. This year Hayes was honored as one of Sacramento Business Journal's "40 Under 40." In 2010 buildON awarded Hayes the Global Impact Award. The company was also recognized as a New California 100 Innovative Business by Golden Capital Network. "At Paramount Equity Mortgage, our team shares a powerful entrepreneurial spirit," said Hayes. "We take great pride in bringing innovative solutions to the communities we serve in order to deliver savings made simple."

Sutter Entities Contribute \$10k to Placer and Nevada Food Banks

Sutter Auburn Faith Hospital, Sutter Roseville Medical Center, and Sutter Health have contributed \$1,000 to Nevada Food Bank and \$9,000 to Placer Food Bank. The funds are a portion of a \$255,000 donation to 29 Northern California food banks this holiday season. "We are always looking for ways to build healthier communities and care for those in need, said Mitch Hanna, CEO of Sutter Auburn Faith Hospital. "We hope our donations help serve the community during these difficult times."





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2011 CCD Expo - an Update by Beverly Lewis, Director, Placer-Lake Tahoe Film Office, continued from page 4

Angeles or New York. Imagine being the student who experienced Narada Michael Walden, award winning music producer, singer-songwriter jamming live to the student's demo reel or having lunch with Claytoven Richardson, the Grammy's music director. These were just two moments of note shared by those who attended who expressed pleasure in making connections in an easy-going atmosphere with experts from many related fields.

A highlight of the Expo was the demonstration of world-renowned Hollywood stunt coordinator and director Gary Davis, a Loomis native, and his team demonstrating the planning and implementation of some thrilling stunt work.

Both evenings were punctuated by live entertainment headlined by Pablo Cruise and The Parrotheads on a large outdoor stage also built by dedicated CCD Expo staff volunteers – a gift to the town of Loomis.

CCD Expo co-founders Peter Oakes and Beverly Lewis, Placer Lake Tahoe Film Office director, summed up the event with these words: "We continue to hear about the long-lasting effects of the CCD Expo through new associations, businesses opportunities, and knowledge gained. It is the remarkable efforts of so many volunteers, local and regional organizations, agencies, and businesses from the onset that made this first-ever Expo possible, both meeting and exceeding our goals, and giving us inspiration for next year. "

